



AOT in Action

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director Sherry Henry:

Good afternoon,

As you may have already heard, last week Governor Jan Brewer presented her budget recommendations to the legislature on Friday. Although this is not the final approved budget, it does reflect the severity of the state's financial situation and is consistent with the Governor's direction for all state agencies to look at ways of finding efficiencies and cutting expenses.

At this point in time, I do not know how these recommendations will affect our program of work at the Arizona Office of Tourism (AOT). However, I assure you that even in the face of these obstacles AOT will continue to maximize every available dollar to maintain critical programs that increase Arizona's tourism market share both domestically and internationally.

With that, we have an abundance of wonderful programs and events taking place during the next few months that will help bring thousands of visitors to our state and broaden the awareness of Arizona as a vacation destination. For a complete listing of events, visit our calendar of events section on Arizonaguide.com.

On a celebratory note: Congratulations to the Phoenix Convention Center on its first year anniversary. It has been one year since the center finished its expansion project that increased the convention center's floor space to 900,000 square feet. This was an incredible accomplishment and extremely beneficial to our industry. The convention center is a wonderful tourism asset and a remarkable gateway for conventioners to discover Arizona.

Have a great week.

AOT News

New Updates to AOT's Research Web site!

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site www.azot.gov.

- [Arizona Tourism Indicators 3rd Quarter 2009](#)

For additional information or questions, please contact Melissa Elkins, Research Manager, at 602-364-3716 or via e-mail at melkins@azot.gov.

AOT Activities

Reach the Mexican Market at the 4th Annual Arizona Road Show

The Arizona Office of Tourism will target Mexican tour operators, travel agents and media at the 4th Annual Arizona Road Show to be held in Mexico City and Guadalajara, March 15 - 19, 2010. The Road Show will highlight screenings of the Grand Canyon IMAX Movie, tour operator sales calls and dinner in Mexico City for key media representatives and tour operators. Registration cost is \$1,500, all other expenses are extra. For more information please contact Loretta Belonio at 602-364-3725 or via e-mail at lbelonio@azot.gov.

Toronto Golf Show Participation Opportunity

The Arizona Office of Tourism will exhibit at the 21st annual Toronto Golf & Travel Show on March 5-7, 2010. The golf expo is held each year at the Metro Toronto Convention Centre and attracts more than 30,000 Canadian golf enthusiasts. Exhibitors include golf outfitters, equipment manufacturers and suppliers, golf schools, golf travel companies and destinations. We are pleased to invite you to participate with Arizona in one of two ways. Join us in our exhibit at the show or we are pleased to offer brochure distribution for your golf travel product. Space is limited. For more information please contact Jennifer Sutcliffe at 602-364-3693 or via e-mail at jsutcliffe@azot.gov.

Upcoming Events & Activities

Visit USA Consumer Shows - Germany

Date: January – March 2010

Location: Hamburg, Munich, Stuttgart

Descubre Phoenix 3rd Annual Golf Tournament

Date: February 2010

Location: Hermosillo, Mexico

Japan Solo Sales Mission

Date: February 2010

Location: Tokyo, Nagoya, Osaka and Fukuoka, Japan

Industry News

International Visits Up 1% October

The Commerce Department announced Monday that 4.0 million international visitors traveled to the U.S. in October, an increase of 1 percent over October 2008. This is the first increase in arrivals since April 2009 and the first non-Easter increase since August 2008. However, for the first 10 months of 2009, visitation was down 7 percent compared to the same period of 2008. International visitors spent \$10.3 billion in October, 13 percent less than in October 2008. In the first 10 months of 2009, visitors spent \$100.9 billion, down nearly 16 percent from the same period in 2008. (*Special to TA; Travel Advance, Jan. 12*)

Harris Poll Shows Americans Ready to Start Spending More

After the holidays, spending may slow as people pay off holiday bills, but in looking ahead for the next six months, it appears that spending on most things is likely to increase-but not by a lot. Americans are finally seeing some of the positive economic signs the economists are talking about and are feeling more optimistic, making them a little more willing to open their wallets, according to the results of a poll of 2,276 adults surveyed online between Dec. 4 and 17, 2009, by Harris Interactive. Over one-third of adults (35 percent) say they will take a vacation away from home lasting longer than a week. This is up from 28 percent who said they would be vacation-bound in September. Three in five Americans (62 percent) say they are still likely to decrease spending on eating out in restaurants over the next six months, which is down from the 67 percent who said so in September. (www.TravelPulse.com; *Travel Advance, Jan. 13*)

Great Lakes Airlines to Add Flight to Denver

Great Lakes Aviation, Ltd. (OTC Bulletin Board: GLUX.OB – news) announces today they will add a flight to Denver from the Prescott Regional Airport beginning January 25, 2010. This additional flight will give Prescott residents more options of flying in and out of the community. All scheduled flights are operated under the Great Lakes Airlines marketing identity in conjunction with code-share agreements with United Airlines and Frontier Airlines at their Denver, Phoenix, and Billings hubs. Code-share agreement with only United at their Kansas City and Ontario hubs; and only Frontier at their Albuquerque hub. The company also operates a hub in Milwaukee.

Additional information is available on the company web site that may be accessed at www.flygreatlakes.com.

Just Two in Five Americans Read a Newspaper Almost Every Day

Newspapers around the country are struggling. 2009 saw a few newspapers change their business model to an online focus or shut down completely. 2010 will most likely see the same struggle and, perhaps, new business models emerge for these media entities. One thing is clear, the era of Americans reading a daily newspaper each and every day is coming to an end.

Just two in five U.S. adults (43 percent) say they read a daily newspaper, either online or in print almost every day. Just over seven in ten Americans (72 percent) say they read one at least once

a week while 81 percent read a daily newspaper at least once a month. One in ten adults (10 percent) say they never read a daily newspaper.

These are some of the findings of a new [Adweek Media/ Harris Poll](#) survey of 2,136 U.S. adults surveyed online between December 14 and 16, 2009 by Harris Interactive. (*Marketing and Tourism Trends e-Newsletter, Jan. 14*)

Travelers to U.S. will be Denied Boarding without E-Authorization

The Times of London writes that business travelers heading to the United States from 20 January must obtain electronic authorization of their eligibility to travel or face not being able to board their plane. The US Customs and Border Protection is to make it mandatory from that date for all passengers heading to the country under the Visa Waiver Program (VWP) to have received authorization under its Electronic System for Travel Authorization (ESTA). The requirement also applies to those in transit through the US.

The system requires travelers to supply personal information including name, date of birth, and passport information, as well as travel information such as the flight number and destination address in the United States. The traveler will also be required to answer VWP eligibility yes/no questions regarding communicable diseases, arrests and convictions for certain crimes, and past history of visa refusal among others.

The authorization process can take just a few seconds but the US authorities have warned that it may take up to 72 hours. You can apply for ESTA in advance, even if you have not yet booked a ticket – the authorization is valid for up to two years and for multiple trips. (*Marketing and Tourism Trends e-Newsletter, Jan. 14*)

More Business Travelers try to do Trips in One Day

Last year, Bill Hall clocked 100,000 miles traveling for business. But on at least half those trips, Hall never landed in a hotel bed. Instead, he flew round trip from his hometown of Dallas to Orlando or Los Angeles and was back home in time for dinner.

It cuts travel expenses," explains Hall, 62, a vice president at a telecommunications company. The speedy trips made his family happier as well. "I was home at night. ... They are of the opinion they'd rather have me come home late at night than not come home at all."

Hall and some other business travelers are adding a whole new endurance test to the notion of "road warrior." At a time when many companies have slashed budgets and require corporate trips to be as efficient and inexpensive as possible, more business travelers are returning from trips the same day they go rather than spending several nights — and hundreds of extra dollars — on the road.

Often the trips entail shorter flights of three hours or less says USA Today. But some business travelers are trekking from coast to coast or even overseas and back without an overnight stay, says Carol Ann Salcito, president of the business travel consulting firm Management Alternatives.

"More and more people are doing that now," Salcito says of the rapid turnarounds. "And, of course, the economy has lent itself to making that even more of a necessity." (*Marketing and Tourism Trends e-Newsletter, Jan. 14*)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

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